

IMPLEMENTASI METODE FUZZY SERVICE QUALITY UNTUK MENGUKUR KESENJANGAN TERHADAP KUALITAS PELAYANAN PADA SMA N 3 DEMAK

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ABSTRAK

Setiap alumni tentunya ingin mendapatkan kualitas pelayanan pendidikan yang optimal dan sesuai dengan harapan alumni. Oleh karena itu, perlu dilakukan pengukuran untuk mengetahui seberapa besar tingkat puas atau tidaknya alumni terhadap kualitas layanan pendidikan yang diberikan oleh pihak sekolah. Pengolahan data dilakukan dengan menghitung nilai GAP antara persepsi dan harapan alumni. Dengan hasil yang diperoleh, dapat membantu pihak Sekolah SMA 3 Demak dalam meningkatkan kinerja dan kualitas pelayanan dalam hal bidang akademik, dan sarana prasarana. Dari hasil pengolahan data menggunakan metode service quality diperoleh . Hasil perhitungan gap secara keseluruhan dari alumni periode 2012 sampai 2016 menunjukkan bahwa nilai gap negatif sebesar -133.8, berarti apa yang di harapkan siswa belum sesuai dengan apa yang diperoleh alumni di sekolah SMA 3 Demak . Dengan demikian pihak SMA N 3 Demak harus meningkatkan keseluruhan tingkat pelayanan terhadap siswa agar di kemudian hari ketika menjadi alumni mereka sudah mendapatkan pelayanan yang maksimal.

Kata Kunci : Servqual, Gap, Kualitas

IMPLEMENTATION OF FUZZY SERVICE QUALITY FOR MEASURING GAP OF SERVICE QUALITY IN SMA N 3 DEMAK

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ABSTRACT

Every alumni would want to get the optimal quality of education services and in accordance with the expectations of alumni. Therefore, it is necessary to make measurements to find out how big the level of satisfaction or not alumni to the quality of education services provided by the school. Data processing is done by calculating GAP value between perception and alumni expectation. With the results obtained, can help the School of SMA 3 Demak in improving the performance and quality of services in terms of academic areas, and infrastructure facilities. From the results of data processing using the service quality method obtained. The calculation of the overall gap from the alumni of 2012 to 2016 shows that the negative gap value of -133.8, means that what the students expect is not in accordance with what is obtained by alumni at SMA 3 Demak. Thus the SMA 3 Demak should increase the overall level of service to students so that later on when they become alumni they have received maximum service.

Keyword : Servqual, Gap, Quality